

TO: Sonya Rush

DATE: September 7, 1995

FROM: Lauren Schwed *Lauren*

SUBJECT: Virginia Slims Advertising Development Qualitative - Rd. 1 Schedule

The following is the schedule for the upcoming Virginia Slims Advertising Development Qualitative Research that will be conducted on **September 20th in Atlanta and on September 21st - 22nd in Chicago**. The primary objective of this research is to obtain smoker's reactions to proposed campaigns for Virginia Slims and understand the extent to which the campaigns establish a positive, relevant image for Virginia Slims.

A total of twenty-eight (28) one-hour in-depth interviews will be conducted among female smokers as follows: Virginia Slims smokers ages 25-44, Competitive 100's and kings smokers (Marlboro, Camel and Newport) ages 21-29.

**Schedule**

<u>Date</u>	<u>Facility</u>	<u>Time</u>
<b>Wednesday, 9/20</b>	<b>SUPERIOR RESEARCH</b> 1155 Hammond Drive Suite 5090-E Atlanta, Georgia 30328 Phone: (404) 394-4400 Fax: (404) 391-9345	12:30 pm
		1:30 pm
		2:30 pm
		3:30 pm
		5:30 pm*
		6:30 pm*
		7:30 pm*
<b>Thursday, 9/21</b>	<b>TAI - CHICAGO, INC.</b> Two Prudential Plaza Michigan Avenue at Randolph Suite 4450 Chicago, Illinois 60601-6710 Phone: (312) 565-4343 Fax: (312) 565-4450	8:30 pm*
		12:30 pm
		1:30 pm
		2:30 pm
		3:30 pm
		5:30 pm*
		6:30 pm*
<b>Friday, 9/22</b>	<b>TAI - CHICAGO, INC.</b>	7:30 pm*
		8:30 pm*
		9:30 am
		10:30 am
		11:30 am
		12:30 pm

\* Note: Two moderators will be interviewing simultaneously.

Ms. Maddy Wolf will be moderating. Directions and recommended hotels are attached. Please let me know if you will be able to attend.

cc: D. Altshuler (LBCo.)  
J. Bonhomme  
J. Buehler (LBCo.)  
G. D'Alessandro  
J. Jones (Richmond R&D)  
K. Lalley (LBCo.)  
T. Lauinger  
S. LeVan  
C. Levy  
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